



SAN FRANCISCO  
ASSOCIATION of REALTORS®

# The Member's Edge

The Newsletter of the San Francisco Association of REALTORS®

**June 14, 2019 Issue**

**Join Us TODAY for SFAR's Building Boom!**



**BUILDING BOOM**

# BUILDING BOOM

## SAN FRANCISCO'S CHANGING LANDSCAPE

FRIDAY, JUNE 14, 2019 | 2:30 – 6:30 P.M. PDT



Holiday Inn Golden Gateway  
1500 Van Ness Avenue,  
San Francisco, CA 94109



Are we actually in a building boom? The real estate landscape has changed dramatically since this event was introduced six years ago. Our goal is to present the most current data to keep you ahead of the curve.

Please join us today for this very special event where our top-notch panelists will be addressing what projects are in the pipeline (big, small or not at all?):

- How the future of IPOs will impact pricing and housing supply. How to target newly minted buyers.
- Community Benefit Districts (CBDs) and their effect on neighborhood development, improvements, and home values.
- Migration in/out of the City - who's coming and where are they buying, who's going and why.
- Plus much more!

Have your questions ready - this is going to be an informative session!

State Senator Scott Wiener will also be present to provide a brief update on his statewide proposal to increase housing density along major transportation corridors, as well as other housing and transportation legislation at the state level impacting San Francisco.

Emcee: Nina Dosanjh - SFAR President, REALTOR® at Vanguard Properties

Moderator: Daniel Hershkowitz - REALTOR® at Compass, SFAR Board of Director, community advocate, and an all-around awesome guy!

Panelists:

- Jacob Bintliff - Senior Planner, Special Projects and Policy, San Francisco Planning Department
- Herman Chan - Real Estate Broker at Golden Sotheby's International Realty, IPO Workshop Leader
- Christopher Corgas - CBD Senior Program Manager, Office of Economic and Workforce Development (OEWD)
- Sean Keighran - President of the San Francisco Residential Builders Association, general contractor and real estate developer
- Aaron Stubblefield - Regional Director/Senior Consultant at Metrostudy, an analytics and market data firm specializing in active and future construction and migration patterns

A cocktail reception will be held immediately following the program. Mix and mingle with fellow REALTORS® and panelists while sipping a cocktail (a free drink on us) and nibble on some delicious appetizers.

Our stage will be elegantly styled by Joyce Baranowska of Launch Staging. We thank her for making us look

better than ever!

[Register Here](#)

## Update on the Community Opportunity to Purchase Act (COPA)

The COPA Disclosure has been updated to reflect the latest information, including an FAQ provided by the Mayor's Office of Housing.

[Download the Advisory and Q&A on the SFAR Website Here.](#)

## Update on the Flood Map Advisory and Disclosure (STORM-SF)

The Standard Forms Committee has revised, simplified and clarified our 100-Year Flood Zone advisory and disclosure. Some agents and transaction coordinators have reported being confused by the language in our Advisory (page 1) and whether it implied the City-mandated Disclosure (page 2) must be provided in every transaction. SFAR's legal counsel has clarified the disclosure obligation exists only if the parcel is situated in the Flood Zone as determined by the official San Francisco Public Utilities Commission (SFPUC) "Storm Risk Map". It is believed JCP and, most if not all, of the other NHD providers have updated their disclosure maps to include the San Francisco 100-Year Flood Zone Disclosure. The reports should now identify if the parcel is IN or NOT IN the flood zone, but Sellers should verify by checking the official SFPUC map at the link provided in the Advisory. Instructions are given to the Seller to execute and sign the disclosure only if the property is within the flood zone.

[Download the Flood Map Advisory and Disclosure on the SFAR Website Here.](#)

## June SFAR MLS Classes

Join the MLS team next week for a refresher!

### **Monday, June 17**

**San Francisco Association of REALTORS®**

**301 Grove Street, San Francisco**

**9:00 - 10:15 a.m.**

### **Listing Management**

All of the information you need to enter your listing properly and accurately, and then manage the listing through the lifecycle from Coming Soon to Pending.

[Register Here](#)

**10:15 - 11:45 a.m.**

### **Searching and Prospecting**

How to use the MLS as a search tool and take advantage of the features such as hot sheets, saved searches, and folders. We will also be covering basic prospecting set-up and how to communicate with your clients through the client portal and automatic email features in Rapattoni.

[Register Here](#)

# The Ultimate Guide to Listing and Selling Commercial Investment Property

**Thursday, June 27, 2019**

**9:00 - 11:00 a.m.**

**San Francisco Association of REALTORS®**

**301 Grove Street, San Francisco**

Presented by Michael Simpson, the Founder/Senior Instructor of Michael Simpson Systems; specifically designed for the residential, commercial and/or investment agent.

During this two-hour presentation, you will learn:

- The language of the investor and what to say to show you are knowledgeable
- Terminology such as GRM, CAP, ROE, ROI, OM, C.A.R., A.I.R., L.O.I., expenses, and vacancy factors
- How to use language effectively to stand out, get business, and get paid!
- How to get the appointment and what to say at the appointment
- Dynamic scripts for communicating with commercial brokers
- Money-making tips, techniques, and strategies to help you attract and close clients
- Strategies to help sellers understand that they could be getting a better return on equity (ROE)
- Strategies to help buyers understand that they could be getting a better return on investment (ROI)
- And much more!

Space is limited. Register today!

[Register Here](#)

## MarketStats Monthly Webinar Session



Join MarketStats for a deep dive into the housing market! They will show you how to use InfoSparks and FastStats to better understand your local trends.

[Sign Up for the Next Session Here](#)

## Need Tech Support? Use the Free Tech Helpline

Slow computer? Printing issues? Browser headaches? Smartphone questions?





### An SFAR Member Benefit -- The Tech Helpline

As a member of the San Francisco Association of REALTORS®, you have access to free US-based tech support. Call (866) 610-8941 or go to the Tech Helpline website [here](#). The home page has been updated for SFAR members and the new design is optimized for mobile use.

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